

Consultation Panel of the West Kowloon Cultural District Authority

For information
on 3 December 2009

WKCDA CP/06/2009

Update on the Stage 1 Public Engagement Exercise

PURPOSE

This paper aims to provide an update on the Stage 1 Public Engagement (PE) exercise.

STAGE 1 PUBLIC ENGAGEMENT EXERCISE

Overview

2. Stage 1 Public Engagement (PE) exercise of the West Kowloon Cultural District (WKCD) was rolled out on 8 October 2009 and will last for 3 months until 7 January 2010. It consists of a series of public forums and focus group meetings. Among these, there are two forums targeting at students and youth respectively. The WKCD Authority (the Authority) has produced a consultation leaflet providing information on the various aspects of the WKCD, including the facilities to be built as well as examples of arts and cultural districts and facilities overseas as possible references so as to facilitate the public to give views. A questionnaire is included in the consultation leaflet, with an electronic version available on the Authority's website.

3. The Chairman of the Consultation Panel has also set up a Facebook discussion platform on the Authority's webpage. To reach out to the wider public and the tourists as agreed by the Consultation Panel, the Analysis and Reporting Consultant appointed by the Authority has started face-to-face

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interviews since October with residents in various districts and tourists at different locations to gather their views on the planning of the WKCD. The Consultant is required to successfully interview 2,000 persons of the wider public and 2,000 tourists.

4. All the views collected in the consultation will be provided to the three Conceptual Plan Consultants for them to take into account in preparing the three conceptual plan options, whereas the Project Consultant would prepare the preliminary schedule of accommodation of the various arts and cultural facilities. Apart from views on the planning of the WKCD, views on the expectation of the programme and activities of the future WKCD are also being collected through questionnaires, e-mails, focus group discussions, etc. Such views aim to provide the community reference for the future management of the WKCD to take into account in planning arts and cultural programmes for the WKCD.

Organization of the PE Events

5. The schedule of all the PE events has been uploaded to the Authority's website. Members of the public may register on-line or by telephone for attending the public forums. Invitation letters were sent to the individual stakeholder groups in advance of the focus group meetings. At the public forums, a video introducing the WKCD was shown to let the public have a better understanding of the project. At relevant focus group meetings, a short video with the Chairman of the Development Committee, Performing Arts Committee and Museum Committee respectively explaining the vision of the WKCD and its arts and cultural facilities, and underlining the importance of the public views to the preparation of the conceptual plan was shown. In

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addition, powerpoint presentations highlighting technical aspects of the various venues were shown at relevant focus group meetings to facilitate understanding of the areas to be discussed. These have served a useful purpose in encouraging discussions. The Chairman of the Consultation Panel and a number of Board/Committee/Consultation Panel members attended the various forums and focus group discussions to hear the public and stakeholders' views directly. The three Conceptual Plan Consultants and the Project Consultant were also present at all the forums and focus group meetings. Also present was the Analysis and Reporting Consultant.

LATEST DEVELOPMENT

Opening Event

6. The opening event for the PE exercise was the forum for secondary and post-secondary students held on 8 October 2009. It was well received, with over 300 students and teachers attending. The students participated actively in the breakout discussion sessions led by experienced facilitators. They came up with useful, innovative ideas on the various aspects of the planning of the WKCD, including the environment, ambience, transport, programme, etc. for the WKCD. Their conclusions were presented to the forum in the form of suggestions and ideas written on foam boards. The contents of the foam boards (see **Annex 1**) have been uploaded to the website of the Authority.

Focus Group Meetings

7. Focus group meetings with 22 categories of stakeholder groups have

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also started from 9 October 2009. Over 50 focus group meetings have been scheduled over the three-month period with more than one focus group meeting for each stakeholder group so as to encourage more stakeholders to attend the meetings. As of 26 November 2009, 34 focus group meetings have been held. The attendance at the focus group meetings has been encouraging. The stakeholders participated actively in the discussions. They gave views on the requirements for the various arts and cultural venues from both the users' and audiences' perspectives. These include stage design, sound and lighting, backstage requirements, loading and unloading facilities, seating capacity, leg room, use of outdoor space, ancillary facilities such as catering, etc. Views on contents and programmes of the performing arts and museum facilities, the need for and forms of resident companies in the performing arts venues were also expressed. Venue specific views apart, the stakeholders have also expressed views on possible clustering of the various facilities and phasing of the development of the facilities.

8. Since the last Consultation Panel meeting, the list of stakeholder groups has been updated, by including those groups/individuals who had attended the Legislative Council Joint Subcommittee to Monitor the Implementation of the WKCD Project meetings in June and September 2009 to present their views, as well as other groups who have since expressed an interest to be included in the stakeholder list. The updated stakeholder list is at **Annex 2** for members' reference. The list has also been uploaded to the Authority's web site.

Public Forums

9. Three public forums are scheduled for three Sundays during the

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three-month period. The first two public forums were held on 25 October 2009 (at Science Museum) and 8 November 2009 (at Hong Kong Arts Centre) respectively. Both forums have attracted about 150-180 members of the public to participate. They actively participated in the public forum discussions, and gave their views and suggestions on their expectations of the WKCD. The third public forum will be held in Tai Po Civic Centre on 6 December 2009. The registration for attendance so far has exceeded 200.

Events during the Remaining Period

10. During the remaining period of the three-month Stage 1 PE Exercise from 27 November onwards, the third public forum (on 6 December), a forum for youths (on 20 December) and about 20 focus group meetings are scheduled to be held.

Consultation Leaflets, Questionnaires, Written Views, Facebook and Face-to-Face Interviews

11. The Consultation leaflets which contain the questionnaire, have been uploaded to the Authority's website, and distributed to the public through the following channels -

- (a) The 18 District Offices;
- (b) The management offices of housing estates of the Housing Authority and the Housing Society
- (c) The performing arts venues and museums of the Leisure and

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Cultural Services Department ;

- (d) Arts and cultural related organisations such as the Hong Kong Academy for Performing Arts, Hong Kong Arts Development Council, Hong Kong Arts Centre, etc;
- (e) The Authority's network collaborators; and
- (f) Selected MTR stations.

12. Members of the public can express their views through various channels, including sending letters or emails, joining the Facebook discussion group, or by completing questionnaires, attending the public forums or focus group meetings, or at face-to-face interviews. As at 24 November 2009, the Authority has received some 1,500 completed questionnaires from members of the public and the stakeholders and questionnaires completed via interviews. In addition, 11 pieces of written submissions (by non-electronic means) have been received. Another 32 pieces of written views have been received through emails to the Authority, 82 through the Facebook of the Chairman of the Consultation Panel and 50 through the Public Affairs Forum on the internet. As of 24 November, 381, out of a target of 4,000, face-to-face interviews have been conducted. More interviews will be done in December to achieve the target of 4,000 successful interviews.

PUBLICITY ACTIVITIES FOR STAGE 1 PE EXERCISE

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13. To promote public interest and participation in the PE Exercise, the following publicity activities for the Stage 1 PE exercise have been carried out -

- (a) TV and radio messages to encourage the public to participate in the PE Exercise;
- (b) Print advertisements to announce the holding of the public forums;
- (c) Posters announcing the Stage 1 of the PE Exercise distributed to the Public Enquiry Service Centres (PESCs) of the District Offices, Leisure and Cultural Services Department (LCSD) venues, universities, schools and public housing estates;
- (d) Advertisement in MTR stations and public places; and
- (e) Banner advertisements at a major internet portal with search engine functions.

The management will monitor the progress of the PE exercise and consult the Chairman of the Consultation Panel and the Chairman of the Board on further publicity activities to be undertaken.

TRANSPARENCY MEASURES

14. The Authority has adhered to the principle of maintaining transparency throughout the PE exercise. This is being achieved by the

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following measures -

- (a) The whole calendar of events of the Stage 1 PE Exercise has been uploaded to the Authority's website at the beginning of the PE Exercise;
- (b) The consultation leaflet (which contains the questionnaire) has been uploaded to the website of the Authority;
- (c) The list of stakeholders and the questions for discussion by the different stakeholders are uploaded to the Authority's website;
- (d) The deliberation of all the public forums and focus group meetings are audio-recorded and uploaded to the Authority's website;
- (e) The public can attend the focus group meetings as observers;
- (f) The media are welcomed to cover all the PE events. The Chairman of the Consultation Panel briefed the media after each public forum has been held; and
- (g) The views collected during Stage 1 of the PE Exercise will be collated and analysed by the Analysis and Reporting Consultant. The full report of the Analysis and Reporting Consultant will be made public after the end of the consultation exercise. Meanwhile, the transcripts of those forums and focus group meetings which have been held are

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already uploaded to the website by batches.

ADVICE SOUGHT

15. Members are invited to note and give comments on the above update.

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